

Professional eye service

Testing eyes is a distinctly professional work. True, it must be done before properly fitted glasses can be secured. But at Clinton's the professional side is above the mercantile side. Our optometrist does not think of selling a pair of glasses, but of learning exact eye conditions. If these do not make glasses advisable, he says so. And you can rely on his advice. Let him examine your eyes.

CLINTON,

Graduate Optician,

At the Sign of the Big Ring.

CITY AND COUNTY NEWS.

Miss Ruth Winget will leave this week for Portland, Ore., to remain several weeks.

Mansel Overman will leave this week for Des Moines to visit relatives and friends for two weeks.

Try Dr. Smith, the
Chiropractor. 50tf

Miss Bertha Votow, of Maywood, formerly a resident here, came Wednesday to visit local friends.

Mrs. Math Welsh and four children have returned from a visit with relatives in Council Bluffs.

Dr. Morrill, Dentist.

Mr. and Mrs. Roy Cottrell left Tuesday evening for South Dakota to spend a fortnight with relatives.

Mr. and Mrs. Theodore Breese left for Grand Island Tuesday evening to spend a week or longer.

Choice vegetables and cut flowers at North Platte Floral Co. Phone 1023 tf

Mrs. Jack Beal, who has been visiting relatives in Ogalala for several weeks returned Saturday evening.

Miss Grace Truman, of Pueblo, has returned home after an enjoyable visit with Mr. and Mrs. Carl Bonner.

H. D. Herdinger, of Des Moines, Ia., spent the first of this week here with E. T. Kellher who is visiting in town.

Mrs. W. R. Harding, wife of conductor Harding, of Omaha who spent several days here has returned home.

Miss Anna C. Leskey, of Kearney, who was visiting with Miss Ella Blake for a week, left for home Tuesday evening.

Mrs. Sarah Combs, who spent several months in California with relatives returned home Tuesday evening.

Misses Helen Solbert and Helen Regan returned a few days ago from a visit with Grand Island relatives and friends.

Miss Margaret Mettin, who left for Portland, Ore., several weeks ago to visit relatives will remain there indefinitely.

Misses Ethel and Minerva McWilliams will leave shortly for Denver to visit their brother for a week or longer.

Broken eye glass lenses can be replaced the same day as order is given in our lens grinding department.

HARRY DIXON & SON,
Graduate Optometrists.

A Thrift Breeder

That is what one of the customers of the McDonald State Bank calls his checking account with us.

He knows that since he has had this account he has saved money.

He has cut out needless expense because his check book showed where it could be done easily.

He has gained in business standing by paying his bills by check. You can benefit likewise. Come in and start a small checking account.

McDonald State Bank.

Goes to Fort Snelling

Frank S. Stuart, who has been engaged in civil engineering in eastern cities for a number of years, has been called to report at Ft. Snelling from Greenfield, Iowa, on August 27. He is the son of Mr. and Mrs. J. T. Stuart of this city, and formerly resided here.

Boys Stationed at Great Lakes

In a message to local friends received Wednesday Clarence Day, who was recently called to Omaha to report for naval service, states that he has been sent to the Great Lakes at Chicago in company with Jesse Vernon and Arthur McCabe, who left here a few days ago.

Eight Year Old Child Adopted

In the county court Wednesday morning Mr. and Mrs. James McEvoy filed a decree of adoption for Preston William McEvoy, formerly John W. Preston, of Omaha. The boy is eight years of age and has been in their care since 1913.

To Let Contract For New House.

St. Ann's Church at Lexington will let contract for a new parsonage. Plans and specifications can be seen at the parsonage. Bids to be in not later than August 24. A separate contract will be let for the plumbing.

Former North Platte Boy Killed

Edward Heinze, the seventeen year old son of Mrs. J. R. Johnston of Allegany, Oregon, a former resident here, was accidentally shot Wednesday while hunting in the woods there. He was a grand son of Mrs. Mary Elder and will be remembered by a number of local people. Interment will be made in the Allegany cemetery. Particulars have not been received at the present writing.

Socialist Lecture.

W. B. McDougal the socialist who delivered an address at the court house Saturday evening to a large and appreciative audience will return to North Platte and deliver lectures at the following places:

Platte Valley School House Aug. 20.
Signell School House Aug. 21.
Hall School House Aug. 22.
Osgood School House Aug. 23.
North Platte Court House Aug. 24.
Hershey, Aug. 25.
Everybody invited to these lectures.

The Maywood Fair

The arrangement committee of the third annual Southwest Nebraska District Fair to be held at Maywood announce the following attractions: County and individual agricultural exhibits, live stock exhibits, monoplane, balloon, wild west riding and races, Ferris wheel, merry-go-round and dancing. Speakers will be Governor Keith Neville and State Superintendent of Public Instruction W. H. Clemmons. President C. A. Liston and Secretary R. C. Norris promise excellent entertainment from September 10th to 17th.

Notice to Bidders.

Sealed bids will be received by the City of North Platte, for the construction of a two-story brick fire station at North Platte, Nebraska. All bids to be filed with the City Clerk on or before August 27, 1917 at five o'clock p. m.

Plans and specifications may be had at the office of B. M. Reynolds, architect North Platte, Nebraska.

The Mayor and Council reserve the right to reject any and all bids.

O. E. ELDER,
City Clerk.

Earl Drake, formerly of this city, came from the eastern part of the state Wednesday to visit his brother Guy Drake for a few days before leaving for Ft. Deming in a military company.

Marquette Clark in "Miss George Washington" at the Keith Saturday is an unusually attractive offering. Miss Clark sustains the same role with a girlishness and abandonment that mark the production as out of the usual.

Mr. and Mrs. Raymond D. Frank are expected here in a few days. They are enroute to their home in Denver from a honeymoon trip to New York City. Mrs. Frank was formerly Miss Hazel Oberfelder, of Sidney, and has frequently visited local friends.

The infant daughter of Mr. and Mrs. George Huntington, who reside near Paxton, died the first of this week and was brought here for burial. The funeral services were held at the home of Mr. and Mrs. Dell Huntington in charge of Rev. C. B. Harman. The Lutheran choir sang several hymns.

The new method of drying and preserving vegetables recently approved by the government is demonstrated in the window of the Electric Light Office where sliced vegetables are displayed on trays and dried by electric fans from two to twenty-four hours after which they can be placed in packages and used several months later.

FOR YOUR AUTO SERVICE

Call 125 for Taxi day or night. Also five or seven passenger car for funeral service.
MOGENSEN-LOUDEN AUTO CO.,
Chandler & Elcar Agency,
Corner Eighth and Locust Sts.

From Credit to Cash

On and After Oct. 1

— WE WILL SELL —

For Cash Only

READ THE REASONS

Your own welfare is always the thing that deserves your most careful consideration. Upon you men and women, as heads of your families, lies the responsibility of conducting your business in such a manner that will give to those dependent upon you the greatest possible amount of comfort.

In making the change in our business method, which we are now announcing to you, we have had this thought clearly before us. In any business there are three important and essential factors--the producer, the seller and the consumer. The most important factor in any business is the consumer, the man who uses the goods. He therefore deserves our most careful attention.

As a merchant's interests are very closely associated with his customer's interests and of the general interest of the community in which he lives and earns his bread and butter. It will also be readily seen that a merchant can prosper only in proportion to the good service that he renders. After a very careful consideration of the subject and a thorough investigation of the many communities where it has been tried, together with an observation of conditions extending over many years, we have reached the conclusion that:

Cash Business is Better for the General Good of the Community than Credit Business

THE REASONS ARE VERY PLAIN.

(1) Credit has ruined many more people than it has helped. People have established a reputation for being good pay have been able to buy on credit at any store and as a result have overhauled themselves.

(2) It is very plain that a Cash System will benefit the entire community by putting it upon a conservative basis. If every family pays as it goes there will always be money in the "family exchequer" to meet the emergencies which continually arise in our lives.

(3) A Cash System will give every man an honest chance, it will compel every man to stand four square to the world exactly as he is and give him a feeling of independence which only the Cash Man can have.

There is absolutely no question about his being able to become more prosperous and carry a bigger bank account under such a system. He will know every night exactly what he is worth and like the "village blacksmith" of our school day fame, "Look the whole world in the face, for he owes no man anything." It will entirely eliminate from the minds of us all the thought that "pay day does not come until tomorrow and tomorrow is a long way off."

We appeal to you as intelligent, ambitious business men and women to take the same and unselfish view of the question and give it your most careful consideration. We believe it is for the general good of the community at large, for the money you will save in our CASH STORE will more than make up the little inconveniences which may arise at the time being. We believe that our stand is just and right. There are some merchants in our city who are skeptical and would like to take this action but haven't the nerve, so join with us as we have always united with you in a spirit of earnest co-operation and let us all pull together to develop the "Pay as you go" system and make North Platte the most prosperous community in all this prosperous state. Our children will then develop into better men and women, our homes will be brighter, a GREATER SPIRIT OF CONTENTMENT WILL PREVAIL AND WE WILL ALL BE MORE HAPPY.

We had thought of discussing this question with you from the merchant point of view as well as from the customer's but after a thorough discussion among ourselves we have been unable to discover a single instance where the merchant's interest is different from that of the customer.

We are all living together in the same community. We all help support our public utilities, our schools and our good roads. What benefits one, must in some degree at least, benefit us all. It is good for us all that we all prosper. While many people have the idea that every merchant has a fat bank account, the reverse is true, at least in our case. By changing this system many important improvements can be made.

(1) It will save the merchant a large part of his expense in doing business. There will no longer be any forgotten charges to account for at the end of the year when we figure profits and loss, there can be no errors in Cash transactions.

(2) It will enable the merchant to be a better buyer. Cash talks loud in the markets of the world. There is nothing that makes such tempting noise as good old Uncle Sam's coin, the supreme standard by which all the values in the world is now gauged.

D. & F. Shoe Store

Diener & Fleishman, Props.